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Tobacco Use
University of Minnesota–Twin Cities
### Snapshot: Colleges and Universities Participating in the 2007 College Student Health Survey

<table>
<thead>
<tr>
<th>Two-Year Schools</th>
<th>Location</th>
<th>Enrollment-Spring 2007*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandria Technical College</td>
<td>Alexandria, MN</td>
<td>3,475</td>
</tr>
<tr>
<td>Anoka-Ramsey Community College</td>
<td>Cambridge, MN</td>
<td>9,724</td>
</tr>
<tr>
<td></td>
<td>Coon Rapids, MN</td>
<td></td>
</tr>
<tr>
<td>Lake Superior College</td>
<td>Duluth, MN</td>
<td>8,876</td>
</tr>
<tr>
<td>Minnesota State Community and Technical College</td>
<td>Detroit Lakes, MN</td>
<td>6,874</td>
</tr>
<tr>
<td></td>
<td>Fergus Falls, MN</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Moorhead, MN</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wadena, MN</td>
<td></td>
</tr>
<tr>
<td>North Hennepin Community College</td>
<td>Brooklyn Park, MN</td>
<td>9,329</td>
</tr>
<tr>
<td>Northwest Technical College</td>
<td>Bemidji, MN</td>
<td>1,224</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Four-Year Schools</th>
<th>Location</th>
<th>Enrollment-Spring 2007*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bemidji State University</td>
<td>Bemidji, MN</td>
<td>6,449</td>
</tr>
<tr>
<td>Concordia College</td>
<td>Moorhead, MN</td>
<td>2,698</td>
</tr>
<tr>
<td>Minnesota State University Moorhead</td>
<td>Moorhead, MN</td>
<td>9,025</td>
</tr>
<tr>
<td>University of Minnesota–Crookston</td>
<td>Crookston, MN</td>
<td>951</td>
</tr>
<tr>
<td>University of Minnesota–Duluth</td>
<td>Duluth, MN</td>
<td>9,467</td>
</tr>
<tr>
<td>University of Minnesota–Morris</td>
<td>Morris, MN</td>
<td>1,489</td>
</tr>
<tr>
<td>University of Minnesota–Rochester</td>
<td>Rochester, MN</td>
<td>306</td>
</tr>
<tr>
<td>University of Minnesota–Twin Cities</td>
<td>Minneapolis, MN</td>
<td>43,737</td>
</tr>
</tbody>
</table>

*Includes full-time and part-time students.
### University of Minnesota–Twin Cities Survey Demographics*

#### Average Age (Years)
- 23.4

#### Age Range (Years)
- 18-63

#### 18-24 Years
- 72.6%

#### 25 Years or Older
- 27.4%

#### Average GPA
- 3.38

#### Class Status

<table>
<thead>
<tr>
<th>Class Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-Year Undergraduate</td>
<td>15.4%</td>
</tr>
<tr>
<td>Second-Year Undergraduate</td>
<td>14.5%</td>
</tr>
<tr>
<td>Third-Year Undergraduate</td>
<td>15.7%</td>
</tr>
<tr>
<td>Fourth-Year Undergraduate</td>
<td>15.8%</td>
</tr>
<tr>
<td>Fifth-Year Undergraduate</td>
<td>7.6%</td>
</tr>
<tr>
<td>Graduate or Professional</td>
<td>31.0%</td>
</tr>
</tbody>
</table>

#### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>40.1%</td>
</tr>
<tr>
<td>Female</td>
<td>59.7%</td>
</tr>
<tr>
<td>Transgender/Other</td>
<td>0.2%</td>
</tr>
<tr>
<td>Unspecified</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

#### Ethnic Origin

<table>
<thead>
<tr>
<th>Ethnic Origin</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American/Black</td>
<td>2.7%</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>1.2%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>12.7%</td>
</tr>
<tr>
<td>Latino/Hispanic</td>
<td>2.2%</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>1.0%</td>
</tr>
<tr>
<td>Caucasian/White</td>
<td>81.6%</td>
</tr>
<tr>
<td>Other</td>
<td>2.3%</td>
</tr>
</tbody>
</table>

#### Current Residence

<table>
<thead>
<tr>
<th>Current Residence</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residence Hall or Fraternity/Sorority</td>
<td>20.0%</td>
</tr>
<tr>
<td>Other</td>
<td>80.0%</td>
</tr>
</tbody>
</table>

*Based on student response.
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Introduction

Young adults transitioning between high school and college find themselves in an environment with increased opportunities to make personal and lifestyle decisions without supervision or input from their parents. Coupling this new-found freedom with growing academic pressure and an expanding social network can lead to experimentation and risky behaviors such as smoking. Preventing smoking among young adults is critical to reducing long-term use of tobacco products and the subsequent negative health consequences.

National Comparison

The 1998 Masters Settlement Agreement—an agreement between 11 tobacco companies, 46 states, 5 territories, and the District of Columbia-instituted restrictions on the marketing of tobacco to children. Earlier that same year, the state of Minnesota reached a similar settlement with the tobacco industry. The tobacco companies countered the restrictions instituted by the settlements by increasing their marketing in venues popular among 18- to 24-year-olds, the youngest targets permitted by law. Whether the increase in marketing to this age group has resulted in more young adults smoking is speculative, but clearly the current level of tobacco use among college students poses a major health risk. Of the 15 million college students in the United States, an estimated 1.7 million will die prematurely due to smoking-related illnesses.

Recent research shows that current cigarette use by Americans of all ages peaks among young adults ages 21-25 at 41.2%, while 18- to 20-year-olds are not far behind at 35.7%. Approximately one in three (30.6%) full-time college students smoked cigarettes at least one time in the previous year, one in four (23.8%) smoked cigarettes at least one time in the previous 30 days, and one in ten (12.0%) smoke cigarettes daily. No significant gender difference exists in the prevalence of current or daily tobacco smoking among college students. Among young adults ages 18-25, 5.1% used smokeless tobacco in the previous month. Current cigarette smokers are more likely to use other tobacco products, alcohol, or illicit drugs than nonsmokers. Among all current smokers, 42.5% have tried to quit and have stopped smoking for at least one day in the preceding 12 months.

2007 Tobacco Use Highlights

Among the individuals from 14 Minnesota colleges and universities who participated in the 2007 College Student Health Survey:

- **25.0%** report they used tobacco within the past 30 days, including **31.4%** of male students and **21.1%** of female students.
- **10.5%** of males used smokeless tobacco within the past 30 days; the incidence of female use (**1.1%**) is negligible.
- **38.9%** of students who used tobacco within the past 30 days report making at least one attempt to quit over the past 12 months.

References:

Methodology

Students completed the 2007 College Student Health Survey, developed by Boynton Health Service at the University of Minnesota. As an incentive, all students who responded to the survey received a $5 gift card and entry into a drawing for gift certificates valued at $3,000 (one), $1,000 (one), and $500 (two) at a variety of stores.

Participants were contacted through multiple mailings and e-mails:

- Postcards were sent to randomly selected students notifying them of their eligibility to participate in the survey.
- Students at eleven schools were e-mailed a link to an online version of the survey, and students at three schools received a paper survey via U.S. Mail.
- Reminder postcards/multiple e-mails were sent to all students to encourage participation.
- All students received a minimum of two invitations to participate in the survey.

University of Minnesota–Twin Cities
Methodology Highlights

- 6,000 students from the University of Minnesota–Twin Cities were randomly selected to participate in this study.
- 2,920 completed and returned the survey.
- 0 surveys were undeliverable.
- 48.7% was the overall UMTC response rate. (Surveys determined to be undeliverable were removed from the original sample size.)

2007 College Student Health Survey Postcard
Results

The current tobacco use rate for students ages 18-24 attending the University of Minnesota–Twin Cities (UMTC) is 20.9%. This is the lowest reported use rate among UMTC students since the tobacco data was first collected in 1992. Additional data analysis reveals that the rate of current tobacco use by all UMTC students who responded to the survey is 19.7%.

**Definition:**

Current Tobacco Use

Current tobacco use is defined as any use in the past 30 days. Tobacco use includes both smoke and smokeless tobacco.

Comparing the current tobacco use rate of students ages 18-24 by gender over time shows that, in general, UMTC female students use tobacco at a lower rate than male students attending the university. In 2000 and 2001, however, the rate for females is slightly higher than the rate for males.
University of Minnesota–Twin Cities students ages 18-24 have a higher rate of tobacco use compared to students age 25 and older (20.9% vs. 16.5%, respectively). Males within each age group report a higher tobacco use rate than females within the same age group. The highest current tobacco use rate (24.9%) is among males ages 18-24.

The current tobacco use rate for first-year students attending the University of Minnesota–Twin Cities has fluctuated since 1992, ranging from a low of 19.0% in 2006 to a high of 53.3% in 1998. The current tobacco use rate for first-year UMTC students is 19.3%.

Among students ages 18-24 who attend the University of Minnesota–Twin Cities, the rate of daily tobacco use has declined since 1998. The current rate of daily tobacco use is 3.7%, which is approximately a 62.0% decrease in the rate since the highest daily use rate of 9.8% was reported in 1998.
The daily tobacco use rate for University of Minnesota–Twin Cities students is 3.7% for 18- to 24-year-olds compared to 5.5% for students age 25 and older. The highest daily tobacco use rate (7.8%) is reported by UMTC males age 25 and older. The lowest daily use rate (2.9%) is reported by UMTC females ages 18-24.

Males are the predominant users of smokeless tobacco. Overall, 5.2% of male University of Minnesota–Twin Cities students report using smokeless tobacco during the past 30 days compared to only 0.6% of female UMTC students.
Among students at the University of Minnesota–Twin Cities who report using smoking tobacco in the past 30 days, 63.5% do not consider themselves smokers. Among UMTC students who do consider themselves smokers, 62.1% made at least one attempt to quit smoking over the past 12 months. These students made an average of 3.6 quit attempts during that same 12-month period.

For UMTC students who report using smoking tobacco over the past 30 days, the percentage of those who report they smoke more than one pack of cigarettes per day increases from 4.8% on a weekday to 6.9% on a weekend day.
The average number of cigarettes smoked by UMTC students who are current tobacco users increases from 5.4 per weekday to 6.9 per weekend day. For daily tobacco users, the average number increases from 17.0 per weekday to 19.2 per weekend day.

University of Minnesota–Twin Cities students who used tobacco in the past 30 days report the most common locations of their use are at private parties, where they live, in bars/restaurants, and in a car.
Exposure to Secondhand Smoke

All Students

<table>
<thead>
<tr>
<th>Location</th>
<th>Percent of Nonsmokers Who Indicate Exposure</th>
<th>Percent of Smokers Who Indicate Exposure</th>
<th>Percent of All Students Who Indicate Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>N/A–Never Exposed</td>
<td>38.7</td>
<td>13.6</td>
<td>34.0</td>
</tr>
<tr>
<td>Campus Events</td>
<td>7.1</td>
<td>8.5</td>
<td>7.4</td>
</tr>
<tr>
<td>Bars/Restaurants</td>
<td>30.3</td>
<td>39.0</td>
<td>31.8</td>
</tr>
<tr>
<td>In a Car</td>
<td>5.4</td>
<td>26.8</td>
<td>9.4</td>
</tr>
<tr>
<td>Where I Live</td>
<td>5.6</td>
<td>20.4</td>
<td>8.3</td>
</tr>
<tr>
<td>Private Party</td>
<td>18.6</td>
<td>44.3</td>
<td>23.3</td>
</tr>
<tr>
<td>Work Site</td>
<td>2.2</td>
<td>9.2</td>
<td>3.5</td>
</tr>
<tr>
<td>Residence Hall</td>
<td>2.5</td>
<td>5.9</td>
<td>3.1</td>
</tr>
<tr>
<td>Fraternity/Sorority</td>
<td>2.7</td>
<td>8.8</td>
<td>3.9</td>
</tr>
<tr>
<td>Other</td>
<td>15.9</td>
<td>14.9</td>
<td>15.7</td>
</tr>
</tbody>
</table>

Number of Hours Exposed to Secondhand Smoke

All Students: Nonsmokers

For non-smokers attending the University of Minnesota–Twin Cities, the hours of exposure to secondhand smoke increase from a weekday to a weekend day. During the week, **23.5%** report being exposed to some level of secondhand smoke per day, whereas during the weekend this exposure rate increases to **39.3%**.
The same trend of increased exposure to secondhand smoke from a weekday to a weekend day is seen in smokers attending UMTC. Any exposure to secondhand smoke grows from 48.7% on a weekday to 69.5% on a weekend day. In addition, exposure to two hours or more per day averages 12.4% on a weekday and 24.6% on a weekend day.

University of Minnesota–Twin Cities students who use tobacco tend to have a higher rate of high-risk drinking compared to UMTC students who are non-tobacco users. There is approximately a 2.5-fold increase in the high-risk drinking rates among tobacco users (70.8%) versus non-tobacco users (28.1%).

**Definition:**

*High-Risk Drinking*

High-risk drinking is defined as consumption of five or more alcohol drinks at one sitting within the past two weeks.
Similar to the relationship between high-risk drinking and tobacco use, the use of marijuana in the past 30 days by UMTC students is considerably higher among tobacco users (35.6%) compared to non-tobacco users (6.4%). This is a more than 5.5-fold increase in the rate.

As with high-risk drinking and marijuana use, the use of other illegal drugs is associated with tobacco use. Tobacco users who attend UMTC use illegal drugs other than marijuana at more than 5.5 times the rate of non-tobacco users who attend the university (20.7% vs. 3.7%, respectively).
Students were asked to report whether they have experienced any of the health or personal issues presented in the table to the right, and if so, whether the issue(s) affected their academic performance. The survey question did not directly relate to tobacco use and academics, but the prevalence of the issues highlighted in red is higher among students who use tobacco. The other issues listed in this table are more relevant to Reports 1-2 and 4-7 in this series.
**Participating Two-Year Schools**
Alexandria Technical College
Tam Bukowski

Anoka-Ramsey Community College
Andrea Roberge

Lake Superior College
Beth Adams

Minnesota State Community and Technical College
Shawn Anderson

North Hennepin Community College
Kristi Moebeck

Northwest Technical College
Kari Kantak

**Participating Four-Year Schools**
Bemidji State University
Jay Passa

Concordia College
Paul Wraalstad

Minnesota State University Moorhead
Susanne Williams

University of Minnesota–Crookston
Stacey Grunewald

University of Minnesota–Duluth
Lauretta Perry

University of Minnesota–Morris
Sandra Olson-Loy

University of Minnesota–Rochester
Kendra Weber

University of Minnesota–Twin Cities
David Golden

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